DOCUMENT RESUME

ED 205 988 CS 206 540

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TITLE Yearbook Spring Activity.
PUB DATE 81
NOTE 7p.

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Faculty Advisers; High Schools; Layout (Publications); *Student Publications; *Yearbooks

ABSTRACT

Noting that spring delivery of yearbooks often leaves instructors with several months of spare time, this paper presents activities that allow teachers to use the experience of senior editors to provide a base for immediate preparation of the next yearbook. The first part of the paper provides 12 specific jobs that can be handled in the spring, including selecting next year's theme, contacting printers for bids, and preparing a schedule with tentative deadlines. The second part provides an outline for design and layout features, while the third parts contains a set of instructions for photographers in charge of senior class portraits. The fourth part of the paper is a sample deadline schedule, and the last part is a checklist for layout and copy sheets. (HTH)

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Yearbook Spring Activity

by

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Yearbook Spring Activity

F. J. Frank
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Since spring delivery of the yearbook provides the instructor with up to several months for learning activity, the instructor must remember that the student does not appreciate make-work activity, but needs and enjoys creative work. Honing skills in copy writing, headlines, layout and captions is essential, but to the senior editors, it may not be completely appreciated. Setting up the activities outlined below utilizes the experience of the senior editors and provides a base for immediate preparation of the yearbook upon return to school in the fall.

1. Theme - Since the nucleus for the managing staff is present, work on the theme to be used so that all parts of the book will fall into place.

2. Cover design and end sheets - Selection made after selection of theme.

3. Division pages - made with above selection.

4. Length of book and sections - Number of pages in book and each section should be decided and a preliminary ladder constructed.

5. Yearbook printers contacted for bids - make selection.

6. Editor - when appropriate, select editor for the new yearbook.

7. Selection of copy, display type sizes and cutline sizes and style.

8. Standards (Style Guide) for the new book should be developed and written. Copies should be run-off for each staffer plus one replacement each plus copies for the printer.

9. Instructions for individual photographs (class sections) must be written, duplicated and distributed to juniors or any class having private photos made. The deadline for the class pages is the early fall. In order to have local photographers handl all your seniors (those juniors who have received the instructions sheets), many must be taken during the summer. Furnish each photographer with a copy of the instructions.

10. Work up a planning form with tentative dates.

11. Prepare checklists

12. Make a final ladder (in pencil).

Samples of the forms for STANDARDS, INSTRUCTIONS FOR PHOTOGRAPHERS, PLANNING, and CHECKLISTS follow. These forms or minor variations have been used for many years and proven to be not only satisfactory, but a real help.

Standards for _____
(Style Guide)

TYPE OF LAYOUT: Mosaic

HEADLINES: Division pages - 48 pt Malibu
Pages - 24 pt Malibu
Special Pages - 14 pt Malibu

Fitting: Caps .38 per pica L.C. .52
Caps .75 per pica L.C. 1.01
Caps1.29 per pica L.C. 1.72

BODY: 10 pt Malibu

CUTLINES (captions) 8 pt Malibu

MEASURING COPY (Body type):
Vertical: Allow 1 pica for each line (10pt type plus 2 pt lead)
Horizontal: Copy Block - 21 picas. Average for 10pt Malibu is 2.16 letters and spaces caps and lower case. Allow 44-48 letters and spaces per line.

MEASURING COPY (Cutlines):
Vertical: 8pt type leaves 2pts per pica when a pt lead is used. This provices 1 extra line of type for each five picas vertically. Six lines of type fits into 5 picas.
Horizontal: Caption Block - 13 picas. Average for 8pt Malibu is 2.87 letters and spaces caps and lower case. Allow 35 to 39 letters and spaces per line.

STANDARD SPACING: Between pictures - 2 picas
cutlines and pictures - 1 pica
a series of cutlines in a caption block - no spacing
start a new line for each photo.
tiers in a headline - 1 pica
copy or cutline blocks - 2 picas

LAYOUT HINTS: Work from the center of the page using a large picture first.
Try to have at least one picture 5x7 or larger in each layout.
Headlines should be located in the same page area in each section.
Headlines and copy should be related spatially.
Justify copy, cutlines and headlines to the gutter.

HEADLINES: Measure carefully. Use verb. Fill space. Relate to copy.
Use 'down' style (only first word of headline is capitalized except for proper nouns.

PICTURE LOCATIONS: Locating pictures on the page in a copy block is best done using numerals on each photo. When layout has only two or three photos, directional citings may be used, i.e. top left, above, etc

IDENTIFICATION IN PHOTOS: All photo identifications will follow this format:
LOCATION ON PAGE - TITLE - CUTLINE
Example: 1. CHORUS I. 1st row: Sally Jones, Susan Black Peter Smith, president; Jose Ortega. 2nd row: Susan Riley, Sadie Glotz etc.

NOTE: AS SHOWN, THIS STANDARD IS BASED ON MALIBU TYPE AND MOSAIC LAYOUT. IT CAN BE ADAPTED WITH MINIMAL CHANGES TO ANY TYPE LAYOUT AND TYPE TO MEET CLASS NEEDS.

YEARBOOK

SCHOOL
LOCATION

TO: The Class of ___ and Portrait Photographers
SUBJECT: Portrait requirements for the annual

Standards for Senior Class portraits for use in the annual are outlined on this page.

If pictures do not meet these requirements they cannot be accepted! Since it is staff policy to have a photo of every senior in the annual, your ID photo will be used if no photo or an unacceptable photo is submitted.

REQUIREMENTS

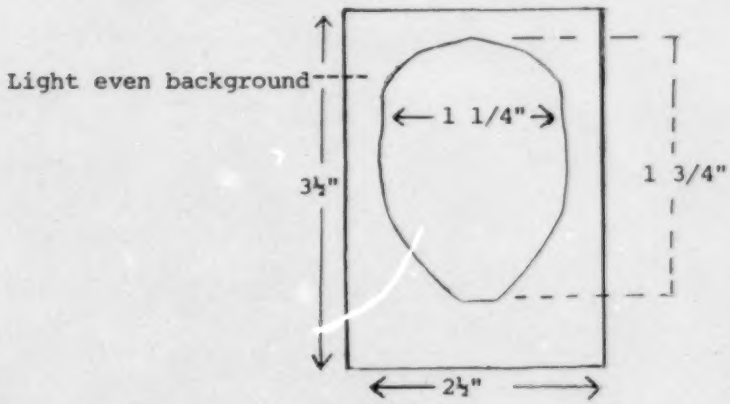
1. Photos must have a light uniformly toned plain background.

2. Only black and white prints on glossy paper are acceptable. Do not submit linen, satin, sepia toned or Polaroid prints.

3. Head size should be 1 1/2 x 1 3/4" Overall print size of 2½x3½ is desired but not necessary, although head size within 1/8" is required.

4. Girls must dress so that the picture shows covered or clothed shoulders. Boys should wear a suit and tie or suitable dress attire.

5. Photo should show a fullface or slightly turned head for a 3/4 front view.



Photos should be turned in at _____ by _____ to insure inclusion in the annual. Have your photo taken soon if you have not already done so. All local photo studios are aware of these requirements and will be happy to comply with these guidelines. If you have a photo taken out of town, be sure to advise the photographer of these requirements.

Your annual staff.

_____ _____
Year Name of Book

(PLANNING) Deadline Schedule

This sample schedule is based on a 192 page yearbook with Spring delivery in May.

Date	Section Requirements	Total Pages Due
10 October	Introduction ___ Student Life ___ Division Pages ___ Academics ___	26
21 November	Academics ___ Organizations ___ Seniors ___ Juniors ___ Sophomores ___	48
19 December	Academics ___ Sports___ Organizations ___ Seniors ___ Complete Juniors ___ Complete Sophomores ___Complete Honors ___	60
23 January	Organizations ___ (Complete) Sports ___ Honors ___	42
25 February	Sports ___ Honors ___ Directory ___	16

Since printers take from 8 to 10 weeks to complete a yearbook and at least 7 days should be allowed for shipping, this book will be delivered in May in time for Graduation. Later graduation dates allow for better coverage of spring sports, or they may be covered in a supplement of perhaps one signature. Some printers will accept a single supplement five weeks before delivery date, however it will not be bound and must be inserted by the staff or issued with the book.

Note that section headings will vary, however, the names used cover all student activity at the school.

Checklist for Yearbook Layouts and Copy

Before turning in layout sheets or copy to the editor, check the following items:

1. Photographs. All photos required for the page are included by actual count. Each photo is cropped, identified as to page, location on page and includes contract number.

2. Layout Sheets. All information is included on the layout. Layout follows layout style prescribed. Photos are identified, copy and caption blocks are indicated and fitted to copy. Headlines fit and are printed exactly as they are to appear in the yearbook. Remember all right hand pages are odd numbers.

3. Copy Sheets. Copy sheets are clean. Any corrections must be minor and neatly corrected. Each item must be identified as to size of type (head, sub-head, copy, caption). Identification as to school, page number and contract number is correct. All names are rechecked for proper spelling.

4. Envelope is completely filled out including number of photos and art work.

5. Turn in to editor.

INCLUDE THIS PORTION OF THE PAGE WITH YOUR LAYOUTS AND COPY SHEETS.
TURN IN FOR APPROVAL OF EDITOR AND ADVISOR

___ Are all pictures included? Page_____
___ Are they properly cropped? Pages _____ to _____
___ Are position and page numbers correct?
___ Copy sheets complete, legible with only one or two corrections at most?
___ Heads neatly lettered on copy sheets and layout sheets/
___ Is proper style used for heads?
___ Do headlines relate to the copy? Tie into copy on layout?
___ Did you meet the deadline for this page?

Date_____

Name_____

Are there any questions or special instructions for these pages? If so, write them out below.

_____

_____

_____

fjf/LCHS/1981